

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S24	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/11 09:21
S25	26849	"conversion data" or "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 09:26
S26	9341	"data repository" or "click through rate" or "performance data repository"	US-PGPUB; USPAT	OR	ON	2008/04/11 09:27
S27	124	S24 and S25	US-PGPUB; USPAT	OR	ON	2008/04/11 09:27
S28	104	S26 and S27	US-PGPUB; USPAT	OR	ON	2008/04/11 09:27
S29	2	("2002/0165849").URPN.	USPAT	OR	ON	2008/04/11 09:30
S30	2	("2002/0165849").URPN.	USPAT	OR	ON	2008/04/11 14:39
S31	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:44
S32	26849	"conversion data" or "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:44
S33	124	S31 and S32	US-PGPUB; USPAT	OR	ON	2008/04/11 14:44
S34	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:45
S35	118	S34 and "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:45
S36	156	S34 and ("conversion rate" or "conversion tracking" or conversion)	US-PGPUB; USPAT	OR	ON	2008/04/11 14:47
S37	5589	"paid listing" or "paid search" or "pay for performance" or "ppc"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:49
S38	156	S37 and S36	US-PGPUB; USPAT	OR	ON	2008/04/11 14:49
S39	361	S31 and S37	US-PGPUB; USPAT	OR	ON	2008/04/11 14:52
S40	213	S32 and S37	US-PGPUB; USPAT	OR	ON	2008/04/11 14:53

S41	2	("2002/0165849").URPN.	USPAT	OR	ON	2008/04/11 15:01
S42	970	google	USPAT	OR	ON	2008/04/11 15:06
S43	116865	google and conversion tracking	USPAT	OR	ON	2008/04/11 15:07
S44	2	google and "conversion tracking"	USPAT	OR	ON	2008/04/11 15:08
S45	8	("20020082923" "20020082941" "20020147646" "20030110225" "20040249709" "20040267725" "20050060318" "20050096980").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/04/11 15:08
S46	45	("20020004735" "20030149937" "20030149938" "5659732" "5704060" "5717923" "5724424" "5724521" "5724524" "5742816" "5748954" "5752238" "5768521" "5778367" "5794210" "5826241" "5848397" "5848407" "5852820" "5855008" "5862223" "5864845" "5864846" "5895470" "5903882" "5918014" "5920854" "5920859" "5924090" "5930777" "6014664" "6028605" "6073135" "6078866" "6182065" "6269361" "6285987" "6285999" "6353825" "6356898" "6385602" "6389436" "6654743" "6665665" "6785671"). PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/04/11 15:10

S47	45	("20020004735" "20030149937" "20030149938" "5659732" "5704060" "5717923" "5724424" "5724521" "5724524" "5742816" "5748954" "5752238" "5768521" "5778367" "5794210" "5826241" "5848397" "5848407" "5852820" "5855008" "5862223" "5864845" "5864846" "5895470" "5903882" "5918014" "5920854" "5920859" "5924090" "5930777" "6014664" "6028605" "6073135" "6078866" "6182065" "6269361" "6285987" "6285999" "6353825" "6356898" "6385602" "6389436" "6654743" "6665665" "6785671"). PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/04/11 15:10
S48	9397	"data repository" or "click through rate" or "performance data repository" or "referral tracking" or "referral monitor\$3"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:16
S49	195	S48 and S37	US-PGPUB; USPAT	OR	ON	2008/04/11 15:16
S50	118	S48 and S36	US-PGPUB; USPAT	OR	ON	2008/04/11 15:21
S51	36229	"search engine" or "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:26
S52	386	"search engine" and "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:27
S53	5597	paid adj search or ppc or online adj advertis\$3 and "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:29
S54	143	(S37 and S36) and sales	US-PGPUB; USPAT	OR	ON	2008/04/11 15:34

S55	36	("5659732" "5717923" "5724424" "5724521" "5724524" "5748954" "5752238" "5754939" "5768521" "5778367" "5794210" "5826241" "5848397" "5848407" "5852820" "5855008" "5862223" "5864845" "5864846" "5903882" "5918014" "5920854" "5920859" "6078866" "6108639" "6125361" "6269361" "6285987" "6296361" "6421675" "6584493" "6611840" "6640218" "6654725" "6763334" "6791582"). PN.	US-PGPUB; USPAT	OR	ON	2008/04/14 08:10
S56	0	("5659732" "5717923" "5724424" "5724521" "5724524" "5748954" "5752238" "5754939" "5768521" "5778367" "5794210" "5826241" "5848397" "5848407" "5852820" "5855008" "5862223" "5864845" "5864846" "5903882" "5918014" "5920854" "5920859" "6078866" "6108639" "6125361" "6269361" "6285987" "6296361" "6421675" "6584493" "6611840" "6640218" "6654725" "6763334" "6791582"). PN.").PN.	US-PGPUB; USPAT	OR	OFF	2008/04/14 08:10
S57	11	S55 and sale\$2	US-PGPUB; USPAT	OR	ON	2008/04/14 09:10
S58	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42
S59	156	S58 and ("conversion rate" or "conversion tracking" or conversion)	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42
S60	9397	"data repository" or "click through rate" or "performance data repository" or "referral tracking" or "referral monitor\$3"	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42

S61	1	(S60 and S59) and monetized	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42
S62	117	(S60 and S59) and sale\$2	US-PGPUB; USPAT	OR	ON	2008/04/14 09:43
S63	69	(S60 and S59) and ppc	US-PGPUB; USPAT	OR	ON	2008/04/14 09:44
S64	100	conversion adj rate and ppc	US-PGPUB; USPAT	OR	ON	2008/04/14 09:45
S66	131	conversion adj rate and "pay per click"	US-PGPUB; USPAT	OR	ON	2008/04/14 09:46
S67	4	("20010051911" "20010051940" "6078866" "6269361"). PN.	US-PGPUB; USPAT	OR	ON	2008/04/14 10:00
S68	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:42
S69	156	S68 and ("conversion rate" or "conversion tracking" or conversion)	US-PGPUB; USPAT	OR	ON	2008/04/15 09:42
S70	0	order\$3 adj advertisements and performance and conversion and ppc and pay adj per adj click	US-PGPUB; USPAT	OR	ON	2008/04/15 09:51
S71	0	order\$3 adj advertisement and performance and conversion and ppc and pay adj per adj click	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S72	333	order\$3 adj advertisement	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S73	81	performance and conversion and ppc and pay adj per adj click	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S74	0	S72 and S73	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S75	62	ordering adj advertisements	US-PGPUB; USPAT	OR	ON	2008/04/15 09:54
S76	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:54
S77	0	S75 and S76	US-PGPUB; USPAT	OR	ON	2008/04/15 09:54
S78	0	"10112654"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:56
S79	15	"10/112654"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:56

S80	0	("10/112654").CCLS.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:56
S81	0	("10112654").PN.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:56
S82	0	(2003/0046161).CCLS.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:57
S83	1	("20030046161").PN.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:57
S84	0	("10805870").PN.	US-PGPUB; USPAT	OR	OFF	2008/04/15 13:35
S85	0	"10805870"	US-PGPUB; USPAT	OR	ON	2008/04/15 13:35
S86	1	"10/805870"	US-PGPUB; USPAT	OR	ON	2008/04/15 13:35

4/16/2008 3:53:53 PM

H:\workspaces\10805870paidListingYield.wsp